



Apr 7

WASHINGTON BOOKSELLERS ANNOUNCE PROGRAM

FOR MID ATLANTIC BOOKSELLERS CONFERENCE

The Washington Booksellers Association Program Committee has announced an attractive two-day schedule of events for booksellers attending the Mid Atlantic Booksellers Conference, May 15-16, Washington, D.C.

The first day will be devoted to publishers' exhibits, author appearances, and concluded with an early evening publishers-booksellers reception. The second day will include eight workshops and seminars for professional development along with a luncheon event.

The workshops will cover: the financial structure of publishing; the financial structure of bookselling; creative book-store advertising; advertising practice; computers and bookstores; bookstore housekeeping; merchandising; and a publishers' reps roundtable.

Scheduled to appear on the panels are: Mike Sloser, President, Publishers' Ad Club; John Storojev, Advertising & Promotion Manager, McGraw Hill Bookstores; George Gibson, Marketing

Manager, David R. Godine; Frank Giambalvo, Art Director, The Washington Post; Rutledge Tufts, Bull's Head Shop, University of North Carolina; Tibor Kalman, Creative Director, Barnes & Noble Bookstores; Leonard Shatskin, President, Two Continents; Charles Duke, Manager and Susan LeMoon, Buyer, RPM; Jim Haughey, Vice President, Rizzoli International; Marty Gragg, Dist. Manager, Waldenbooks; Steve Cogil, Ingram Book Co.; Bill Kramer, Reeves Kistler, and Charlene Krug, The Kramer Bookstores; Will Farnham, Manager, Smithsonian Bookstore; Chris Kerr, Two Continents; Carol Gooderham, Scribner's; Sandy Beiles, Manager, Old Town Bookworks; John Letterman, Book Annex; and Bob Ball, Page 1 Book Shop.

The Mid Atlantic Booksellers Conference is held in conjunction with the Annual Washingtonian Book Festival. The events are sponsored by The Washingtonian magazine in cooperation with the Library Council of Metropolitan Washington and the Washington Booksellers Association.

Serving on the WBA program committee are: Will Farnham, Smithsonian Bookstore; Cindy Fowler, RPM; Bill Kramer, The Kramer Bookstores; and Carolyn Zimmerman, Brentano's.

For more information, contact:

G. Paul Modrak 202-296-3600